


# City of San Jose Survey: Digital Billboards

**Phase 2:** Sign Code Changes for Off-Site Advertising, Electronic Billboards and signs displaying off-site commercial speech on non-City-owned sites


February 2021



CITY OF  
**SAN JOSE**  
CAPITAL OF SILICON VALLEY

*Planning, Building and  
Code Enforcement*

# City of San Jose Survey: Digital Billboards



Survey Link:  
<https://bit.ly/SignOrdinanceUpdate>

Survey Start date: **February 8, 2021**

Survey End Date: **March 12, 2021**


Data retrieved: **February 24, 2021**

Current Responses: 80 (English)

1 (Spanish)

0 (Vietnamese)

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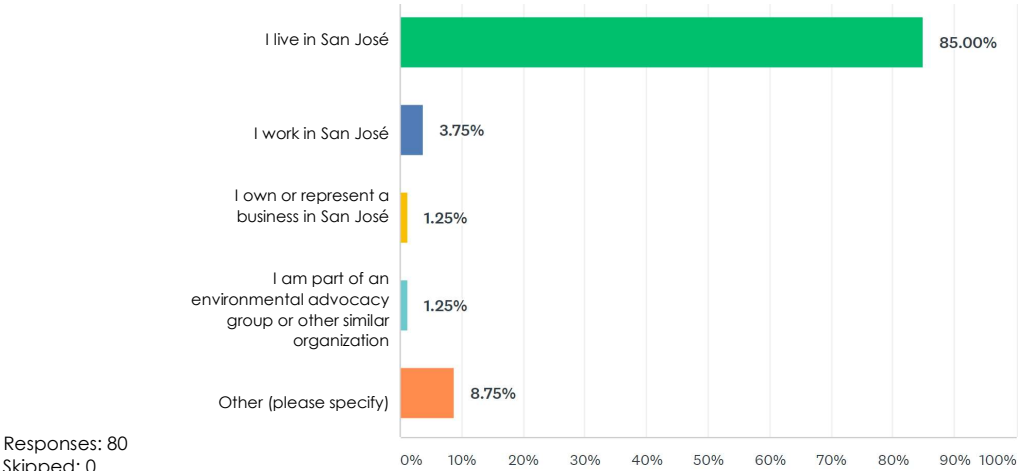


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# City of San José Survey: Digital Billboards

Item 1: Tell us about yourself (check all that apply): \*Required



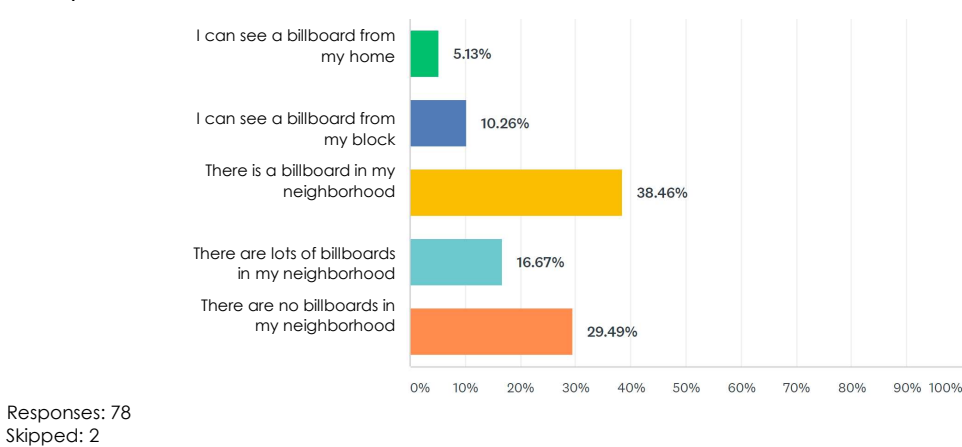
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# City of San José Survey: Digital Billboards

Item 2: Let us know how close you live to a billboard (check all that apply):  
\*Required



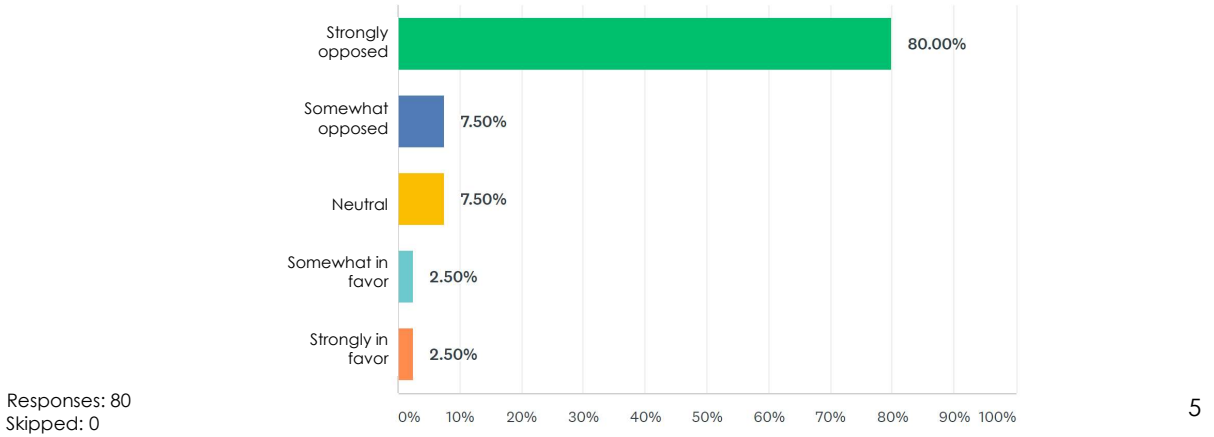
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# City of San José Survey: Digital Billboards

**Item 3:** In general, how do you feel about allowing new digital billboards to be built along freeways in San José?



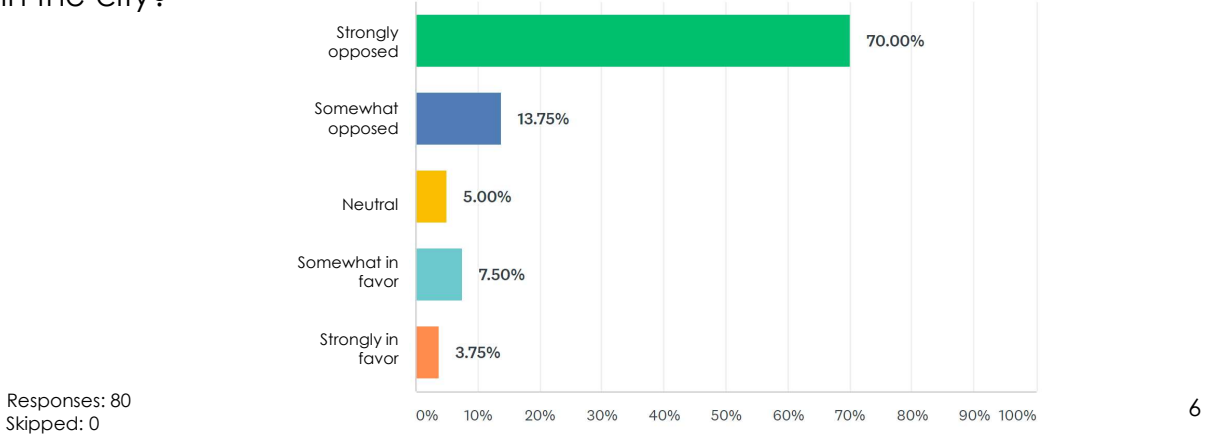
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# City of San José Survey: Digital Billboards

**Item 4:** How do you feel about allowing new digital billboards to be built along freeways in San José in exchange for removing old billboards from elsewhere in the city?



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# City of San José Survey: Digital Billboards

**Item 5:** In addition to removing old billboards, is there anything that you would like to see the City require in order for a property owner to be allowed to install a new digital billboard?

- Driving distraction related to light and motion
- Brightness concerns and visual pollution
- Not recommended near freeways
- Not recommended near residences
- No political advertising
- Community messaging allowed atleast 25% of the time

Responses: 53  
Skipped: 27

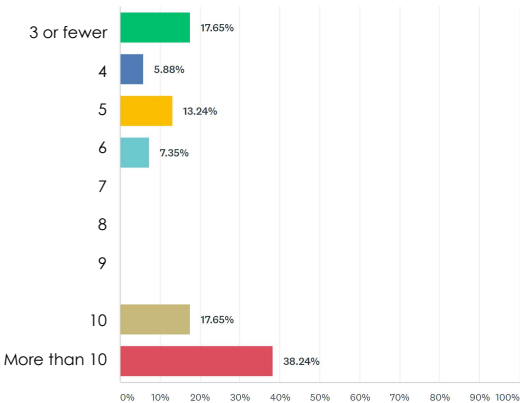
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# City of San José Survey: Digital Billboards

**Item 6:** If new digital billboards are allowed in exchange for removing old billboards, how many old billboards do you think should have to be removed in exchange for one new digital billboard?



Responses: 68  
Skipped: 12

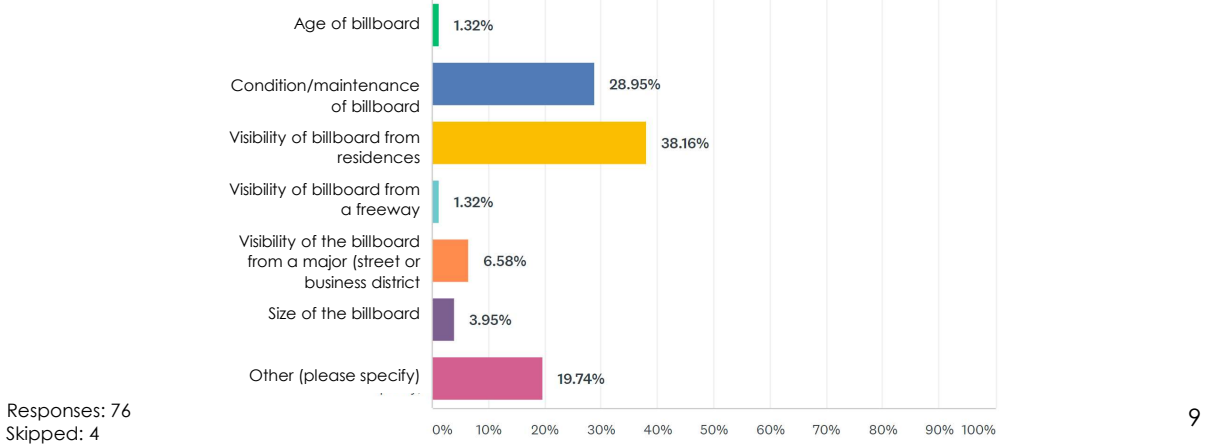
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# City of San José Survey: Digital Billboards

**Item 7:** In your opinion, what is the most important factor when evaluating which billboards should be removed in exchange for allowing new ones?



# City of San José Survey: Digital Billboards

**Item 8:** The most common concerns we have heard about potentially allowing new digital billboards and signs are: 1) light pollution, 2) impacts to wildlife, 3) traffic and pedestrian safety, 4) aesthetics/visual clutter. Do you have other concerns you want us to know about?

- Distraction to motorists
- Brightness and other impacts to residents
- Quality of life and health concerns
- Commercialism over community image

Responses: 46  
Skipped: 34



# City of San José Survey: Digital Billboards

**Item 9:** The proposal under consideration is to allow digital billboards on properties that front freeways. Are there any freeway segments where you think new digital billboards are MOST appropriate? Please be as descriptive as possible (for example, Highway 101 between McKee Road and Interstate 880):

- Brightness and light pollution impacts
- Safety hazard and driver distraction
- 80% of the comments opposed to freeway-facing billboards
- Siting along industrial properties and storage facilities

Responses: 50  
Skipped: 30

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# City of San José Survey: Digital Billboards

**Item 10:** Are there any freeway segments where you think new digital billboards are LEAST appropriate? Please be as descriptive as possible:

- Not appropriate or desired for any location
- Not near freeway interchanges, ramps and junctions
- Not near traffic corridors or zones of high fatality
- No billboard closer than 20 miles from another billboard
- No impacts to green spaces or residents

Responses: 56  
Skipped: 24

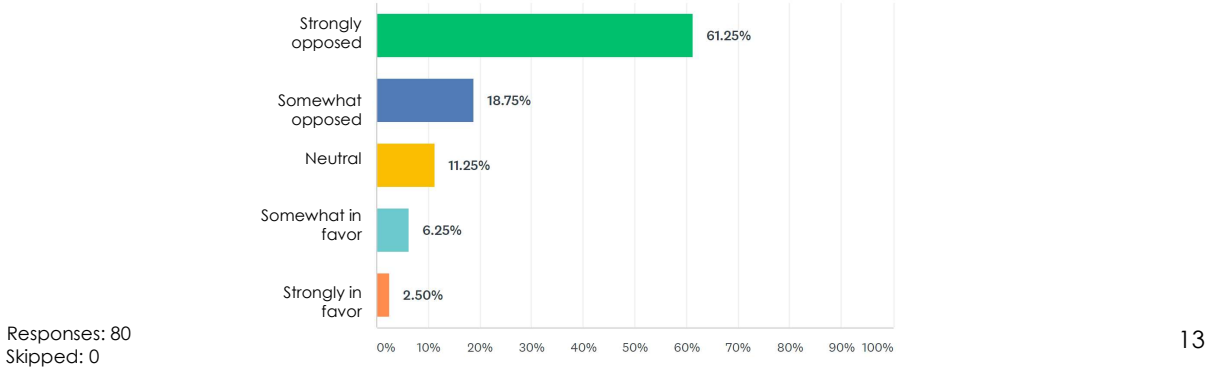
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# City of San José Survey: Digital Billboards

**Item 11:** In addition to free-standing digital billboards along freeways, the City is considering allowing both digital and static advertising signs attached to buildings within the Downtown. How do you feel such signs being attached to buildings in Downtown San José?



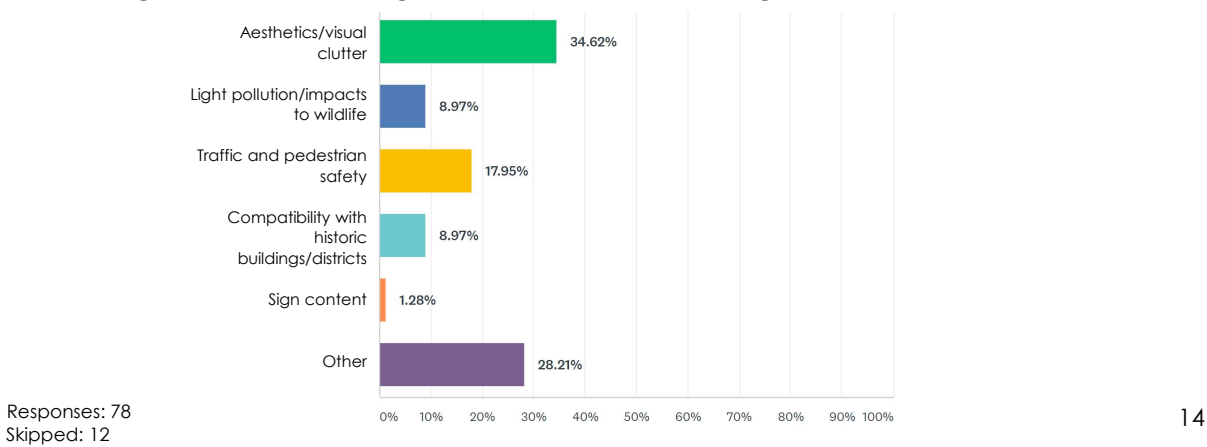
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# City of San José Survey: Digital Billboards

**Item 12:** To help us evaluate this proposal, do you have any specific concerns about digital and static signs attached to buildings?



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# City of San José Survey: Digital Billboards

**Item 13:** Is there anything else you'd like to tell us?

- 80% of the comments opposed all forms of billboards
- Traffic safety and brightness concerns
- Any new static or digital billboards not recommended
- Retain San Jose's character

Responses: 39  
Skipped: 41

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